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Date: 5/21/2014

GAIN Report Number: MX4041

Mexico

Post: Mexico

Mexican Potato Market Opens

Report Categories:

Potatoes and Potato Products

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Report Highlights:

On Monday, May 19, Mexico published the specific requirements for importation of potatoes from the United States. The requirements implement the general protocol published in the “Diario Oficial” (Mexican Federal Register) in March, 2014. After over ten years of negotiations with Mexico, as of May, 19, 2014, table stock potatoes and potatoes for processing could be exported to all of Mexico, following the referenced requirements.

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General Information:

On Monday, May 19, 2014, Mexico's plant health regulator within the agriculture department, Senasica, published the specific requirements for importation of potatoes from the United States. The requirements implement the general protocol published in the "Diario Oficial" (Mexican Federal Register) in March, 2014 (see [GAIN MX4024](#)).

To view these requirements, use Senasica's online system for phytosanitary consultation: <http://sistemas2.senasica.gob.mx/mcrfi/>. The requirements page this system generates references the US-Mexico workplan, which also must be followed and can be found at the following link on Senasica's system: <http://www.senasica.gob.mx/?doc=27101>.

Please review these requirements closely before exporting to Mexico.

The U.S. and Mexico have been negotiating expanded access for U.S. potatoes for over 10 years. Prior to May 19, U.S. potatoes could only be exported to destinations within the 16 mile border zone. Mexican potatoes have been eligible to ship to the U.S. since April, 2014. The U.S. potato industry is taking advantage of this new market opportunity by expanding current market promotion activities in Mexico. Post estimates that these promotional activities are likely to increase potato consumption generally in Mexico, regardless of origin (import or domestic) from Mexico's current relatively low level of per capita potato consumption.

Other Relevant Reports Submitted by FAS/Mexico:

Report Number	Subject	Date Submitted
GAIN MX4024	Mexico Publishes Final Potato Import Rule	3/19/2014

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FAS/Mexico Web Site: We are available at www.mexico-usda.com.mx or visit the FAS headquarters' home page at www.fas.usda.gov for a complete selection of FAS worldwide agricultural reporting.

Useful Mexican Web Sites: Mexico's equivalent of the U.S. Department of Agriculture (SAGARPA) can be found at www.sagarpa.gob.mx, the equivalent of the U.S. Department of Commerce (SE) can be found at www.economia.gob.mx, and the equivalent of the U.S. Food and Drug Administration (SALUD) can be found at www.salud.gob.mx. These web sites are mentioned for the reader's convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites.